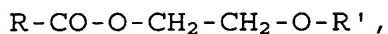


## C L A I M S

1. Hydrophilic polyolefin materials, in particular fibers, and/or filaments, and/or nonwovens, and/or nonwoven products made from a mixture of at least one polyolefin and at least one melt additive containing a fatty acid ester of the general formula



where R is a straight-chain or branched-chain alkyl residue with 23 to 35 carbon atoms, and where

$$R' = H, -CH_3, -C_2H_5, -C_3H_7, -C_4H_9,$$

characterized in that the polyolefin materials include a subsequent activation of the fatty acid ester contained in the melt additive on the surface of the polyolefin material by applying a surface active substance in the form of a formulation which contains a silicone compound and a quaternary ammonium compound.

2. Polyolefin material of claim 1, characterized in that the silicon compound is cationically modified.

3. Polyolefin material of claims 1 and 2, characterized in that the quaternary ammonium compound is a quaternized ester of fatty acids and triethanol amine.

4. Polyolefin material of claims 1-3,

characterized in that the formulation for the subsequent activation of the used fatty acid ester on a fiber surface is an aqueous preparation.

5. Polyolefin material of claims 1-4, characterized in that the formulation for the subsequent activation of the used fatty acid ester on a fiber surface is set on the surface, preferably physically.

6. Polyolefin material of claims 1-5, characterized in that same contains 0.01 to 0.5% by weight, preferably 0.05 to 0.15% by weight of the formulation for activating the used fatty acid ester on a fiber surface.

7. Fiber produced from a polyolefin material of one of claims 1-6.

8. Filament produced from a polyolefin material of one of claims 1-6.

9. Nonwoven produced from a polyolefin material of one of claims 1-6.

10. Use of a polyolefin material of one of claims 1-6, for producing fibers, and/or filaments, and/or nonwovens, and/or nonwoven products.

11. Nonwoven of claim 8, characterized in that it has repeated strike-through time measurements according to the EDANA test method ERT 154.0.00 of smaller than 5 seconds.

12. Nonwoven of claim 8,  
characterized in that it has in the determination of a  
repeated runoff according to the EDANA test method ERT  
152.0-99, a repeated runoff of less than 25% by weight  
of the test fluid based on an applied quantity of fluid.

13. Nonwoven product containing a nonwoven  
of one of claims 10-11.

14. Method of producing hydrophilic  
polyolefin materials, in particular fibers, and/or  
filaments, and/or nonwovens, and/or nonwoven products,  
which consist of at least one polyolefin and a melt  
additive containing a fatty acid ester,  
characterized in that the polyolefin materials include  
a subsequent activation of the fatty acid ester  
contained in the melt additive on the fiber surface by  
applying a surface-active substance in the form of a  
formulation, which contains a silicone compound and a  
quaternary ammonium compound.